

**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

June, 2015

00238

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions in about 600 words each. All questions carry equal marks.

1. Explain the fundamental nature of managerial economics. Discuss the scope of managerial economics. 20
2. "Managerial economics is an integral part of business activity." Comment. 20
3. What do you understand by demand function ? Discuss the determinants of demand. 20
4. What do you understand by price elasticity of demand ? Discuss the concept with suitable examples from Hospitality business. 20

5. Write short notes on any *two* of the following : 2×10=20
- (a) Barometric Forecasting
 - (b) Market Demand Curve
 - (c) Stages of Production
6. Discuss demand forecasting techniques. How can it be useful in Hospitality business ? 20
7. Differentiate between accounting costs and economic costs. Give suitable examples to support your answer. 20
8. What is marginal cost ? Explain the relationship between marginal cost and average cost. 20
9. What is short run cost analysis ? Explain the application of cost analysis. 20
10. What is monopoly ? Explain the characteristics of monopoly. 20
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